

MERIT
COST PER THOUSAND

| | 1996 | | | 1994 | | | 1993 | | |
|---------------------------|---------|--------|---------|---------|--------|---------|---------|--------|---------|
| | BUDGET | VOL | CPM | BUDGET | VOL | CPM | BUDGET | VOL | CPM |
| PRICE | | | | | | | | | |
| PACK COUPON PROMO | | | | | | | \$814 | 25.05 | \$32.50 |
| CARTON COUPON PROMO | | | | | | | \$1,886 | 78.95 | \$23.89 |
| CARTON CPN W/ BB | | | | | | | \$1,393 | 61.18 | \$22.77 |
| PRODUCT | | | | | | | | | |
| JUNE B1G1F/B1CTN G1/2FREE | \$2,800 | 127.00 | \$22.05 | | | | | | |
| INCENTIVE | | | | | | | | | |
| CARTON STUFFER/MEDIA ONE | | | | | | | \$739 | 46.05 | \$16.04 |
| JAN PEN W/2PK-CALC W/CTN | \$2,376 | 105.00 | \$22.63 | | | | | | |
| SEPT AWARDS PK/CTN INCENT | \$2,625 | 135.52 | \$19.37 | | | | | | |
| JAN LIGHTER & ASHTRAY | | | | \$2,651 | 166.50 | \$15.92 | | | |
| JUNE KEYCHAIN | | | | \$2,235 | 163.40 | \$13.68 | | | |
| APRIL MULTIBRAND | | | | \$300 | 8.80 | \$34.09 | | | |
| SEPT LIGHTER-AWARDS CAT | | | | \$3,644 | 319.30 | \$11.41 | | | |
| SEPT CARTON STUFFER | | | | \$522 | 29.90 | \$17.44 | | | |
| MAY MULTIBRAND | \$2,000 | 101.68 | \$19.67 | | | | | | |
| DIRECT MAIL | | | | | | | | | |
| OFFENSIVE MAILINGS | \$6,600 | 264.00 | \$25.00 | | | | | | |
| DEFENSIVE #1 | \$2,200 | 142.86 | \$15.40 | | | | | | |
| DEFENSIVE #2 | \$4,000 | 225.10 | \$17.77 | | | | | | |
| DEFENSIVE #3 | \$5,300 | 234.10 | \$22.64 | | | | | | |
| DEFENSIVE #4 | \$2,800 | 216.05 | \$12.96 | | | | | | |
| DEC MULTIBRAND | \$1,200 | 63.63 | \$18.86 | \$1,800 | 91.19 | \$19.74 | | | |
| MARCH MERIT AWARDS LAUNCH | | | | \$3,898 | 301.80 | \$12.92 | | | |
| JUNE MERIT AWARDS-3 ITEMS | | | | \$5,405 | 382.00 | \$14.15 | | | |
| SEPT MERIT AWARDS | | | | \$5,939 | 390.00 | \$15.23 | | | |
| YEAR END VOLUME PULL | | | | \$4,363 | 213.10 | \$20.47 | \$1,285 | 35.38 | \$36.33 |
| JAN DEFENSIVE | | | | | | | \$4,875 | 216.60 | \$22.51 |
| MAR DEFENSIVE | | | | | | | \$3,255 | 178.60 | \$18.23 |
| JUNE DEFENSIVE | | | | | | | \$4,399 | 178.60 | \$24.63 |
| OCT DEFENSIVE | | | | | | | \$2,382 | 158.80 | \$15.00 |
| DEC DEFENSIVE | | | | | | | \$3,601 | 178.60 | \$20.16 |
| MAR OFFENSIVE | | | | | | | \$1,875 | 60.30 | \$31.10 |
| JUN OFFENSIVE | | | | | | | \$2,473 | 60.30 | \$41.02 |
| PREMIUM BRAND MAILING | | | | | | | \$2,754 | 72.54 | \$37.97 |
| FSI | | | | | | | | | |
| APRIL YES YOU CAN FSI | | | | \$1,604 | 208.00 | \$7.71 | | | |
| JUNE FSI | | | | \$1,604 | 208.00 | \$7.71 | | | |
| SEPT AWARDS FSI | | | | \$732 | 139.60 | \$5.24 | | | |
| OCT BOWLING FSI | | | | \$424 | 57.20 | \$7.41 | | | |
| JAN FSI | | | | | | | \$2,394 | 199.50 | \$12.00 |
| APR FSI | | | | | | | \$3,380 | 158.40 | \$21.34 |
| JUNE FSI | | | | | | | \$3,120 | 157.60 | \$19.80 |
| NOV FSI | | | | | | | \$2,526 | 192.60 | \$13.12 |
| CONTINUITY | | | | | | | | | |
| 95 MERIT AWARDS | \$3,996 | 264.00 | \$15.14 | | | | | | |
| 94 MERIT AWARDS | \$2,279 | 282.18 | \$8.08 | \$2,279 | 282.18 | \$8.08 | | | |

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